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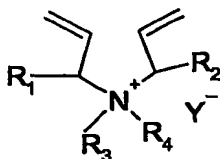
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(54) Title: HYDROPHOBICALLY MODIFIED POLYMERS AS LAUNDRY ADDITIVES



(1)

(57) Abstract: The present invention is directed to polymeric compounds comprising a main backbone derived from at least the following monomeric components: (I) 20 to 99.9% by weight, preferably 50% to 99% by weight, of at least one cationic monomer according to formula (1), and (II) 0.1 to 80% by weight of a hydrophobic unsaturated nonionic monomer that polymerizes in the presence of an initiator; optionally a water-soluble monomer (III) different from either monomer (I) and monomer (II), and optionally a crosslinking agent (IV). Said compounds are particularly useful to overcome the problem of dye bleeding and/or dye trans-

fer in laundry processes.

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